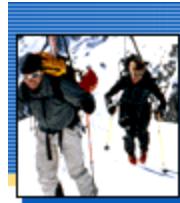


# U.S. Army 2005 MWR Leisure Needs Survey



Fort Dix  
New Jersey

**CALIBER**  
an ICF Consulting Company

# BRIEFING OUTLINE

Fort Dix

## □ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

## □ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

## □ **NEXT STEPS**

# PROJECT OVERVIEW

Fort Dix

## MWR STRATEGIC BUSINESS PLANNING MODEL

### COMPONENTS

Analyzing and forecasting the external environment

Analyzing programs and markets

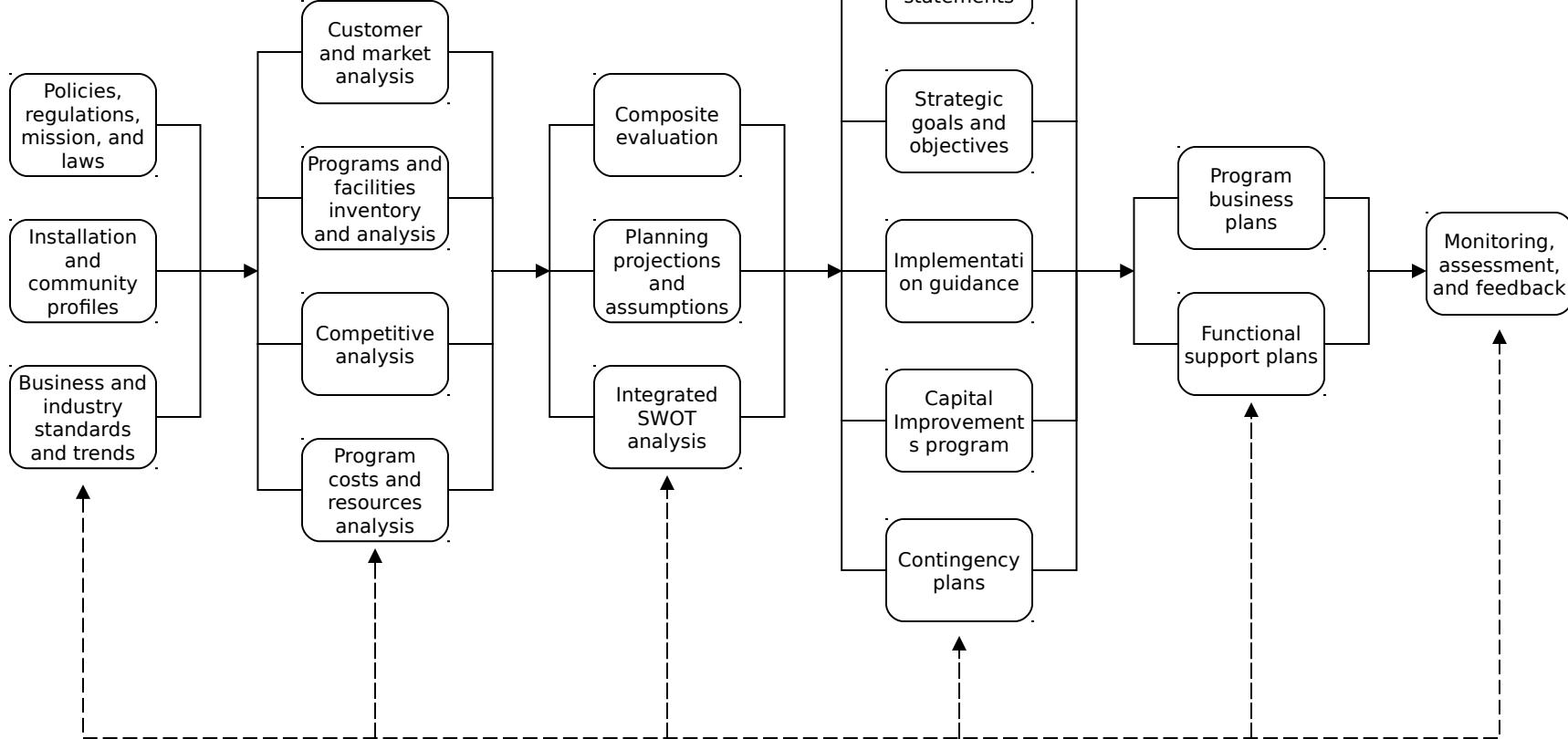
Developing alternatives

Formulating the strategic business plan

Formulating operational business plans

Monitoring and evaluating plan implementation

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# METHODOLOGY

Fort Dix

## PROJECT SCOPE

- 92 sites were surveyed in 2005
  - Northeast (21 sites)
  - Northwest (10 sites)
  - Southeast (13 sites)
  - Southwest (14 sites)
  - Europe (20 sites)
  - Korea (9 sites)
  - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
  - Active Duty Soldiers
  - Spouses of Active Duty Soldiers (CONUS only)
  - DA Civilians
  - Retirees (CONUS only)
- 3,168 surveys were distributed at Fort Dix

## SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues



# METHODOLOGY

Fort Dix

## □ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

# METHODOLOGY

Fort Dix

## □ SURVEY SAMPLE

- Four population segments
  - Active Duty
  - Spouses of Active Duty (CONUS only)
  - Civilian Employees
  - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Fort Dix:					
Active Duty	905	1,011	340	33.63%	±4.20%
Spouses of Active Duty	352	210	37	17.62%	±15.24%
Civilian Employees	878	903	237	26.25%	±5.44%
Retirees	1,914	1,044	181	17.34%	±6.93%
<b>Total</b>	<b>4,049</b>	<b>3,168</b>	<b>795</b>	<b>25.09%</b>	<b>±3.12%</b>

\* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

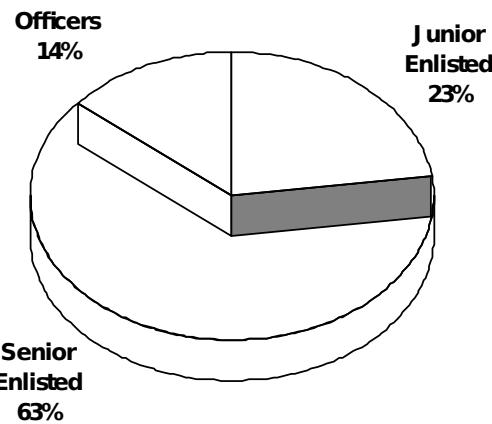
\*\*A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym.

# PATRON SAMPLE\*

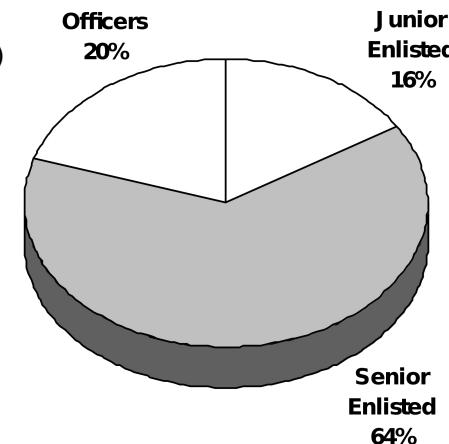
Fort Dix

## RESPONDENT POPULATION SEGMENTS

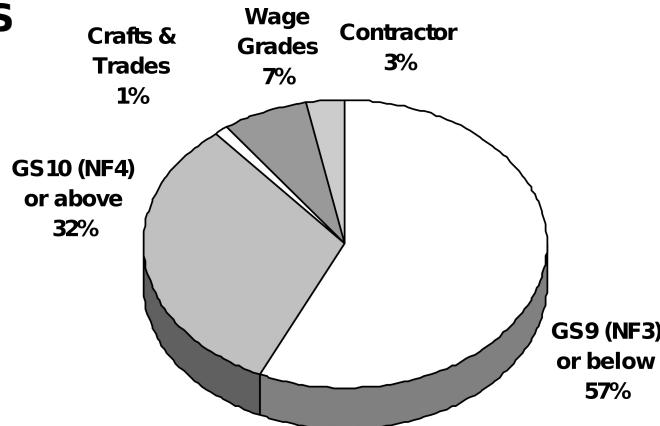
### ACTIVE DUTY (n = 310)



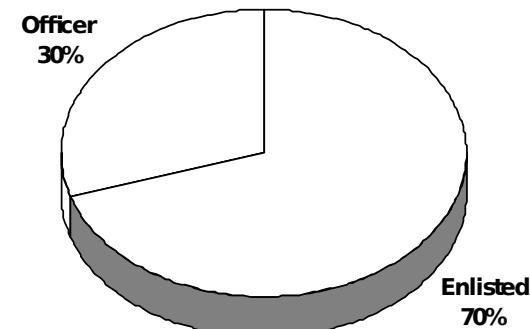
### SPOUSES OF ACTIVE DUTY (n = 25)



### CIVILIANS (n = 216)



### RETIREES (n = 115)



\*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

# PRODUCTS

Fort Dix

## □ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

## □ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

# MWR PROGRAMS & FACILITIES: USAGE AT FORT DIX

Fort Dix

## MOST FREQUENTLY USED FACILITIES

Car Wash	28%
Library	27%
Post Picnic Area	23%
Swimming Pool	23%
Bowling Center	22%

## LEAST FREQUENTLY USED FACILITIES

School Age Services	4%
Youth Center	4%
Child Development Center	5%
Multipurpose Sports/Tennis Courts	6%
Recreation/Community Activity Ctr.	10%

# MWR PROGRAMS & FACILITIES: SATISFACTION AT FORT DIX\*

Fort Dix

## FACILITIES WITH HIGHEST SATISFACTION RATINGS\*

Arts & Crafts Center	4.53
Outdoor Recreation Center	4.37
Golf Course	4.36
Swimming Pool	4.36
Post Picnic Area	4.30

## FACILITIES WITH LOWEST SATISFACTION RATINGS\*

School Age Services	3.84
Army Lodging	3.86
Youth Center	3.89
Car Wash	4.03
Multipurpose Sports/Tennis Courts	4.12

\*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

# MWR PROGRAMS & FACILITIES: QUALITY AT FORT DIX\*

Fort Dix

## FACILITIES WITH HIGHEST QUALITY RATINGS\*

Arts & Crafts Center	4.51
Child Development Center	4.33
Bowling Food & Beverage	4.30
Golf Course Pro Shop	4.28
Post Picnic Area	4.28

## FACILITIES WITH LOWEST QUALITY RATINGS\*

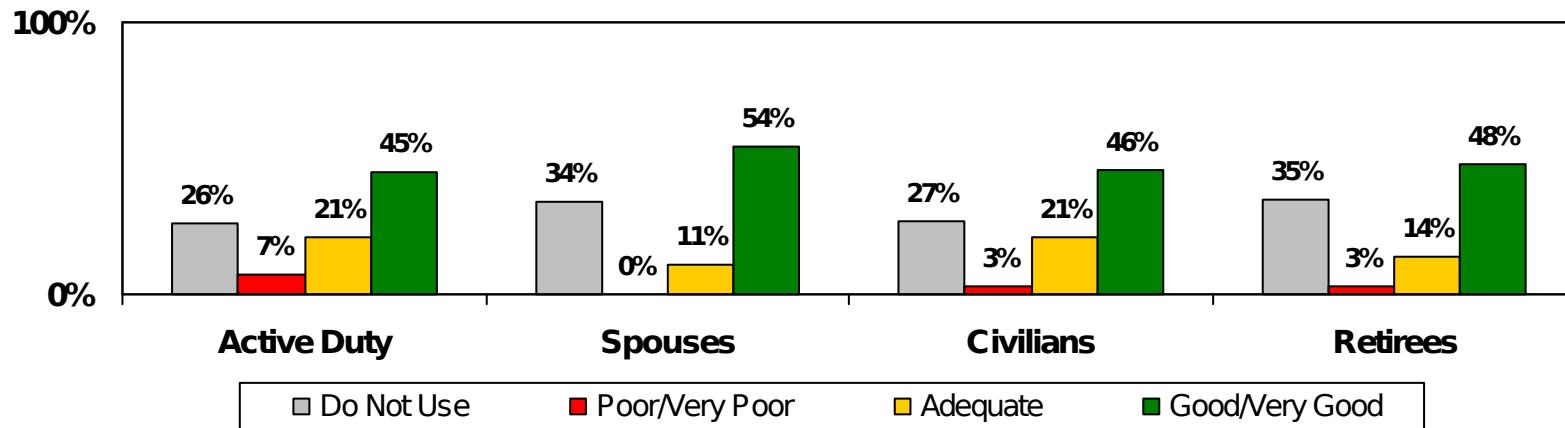
School Age Services	3.62
Car Wash	3.86
Youth Center	3.87
Army Lodging	3.94
Multipurpose Sports/Tennis Courts	4.10

\*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

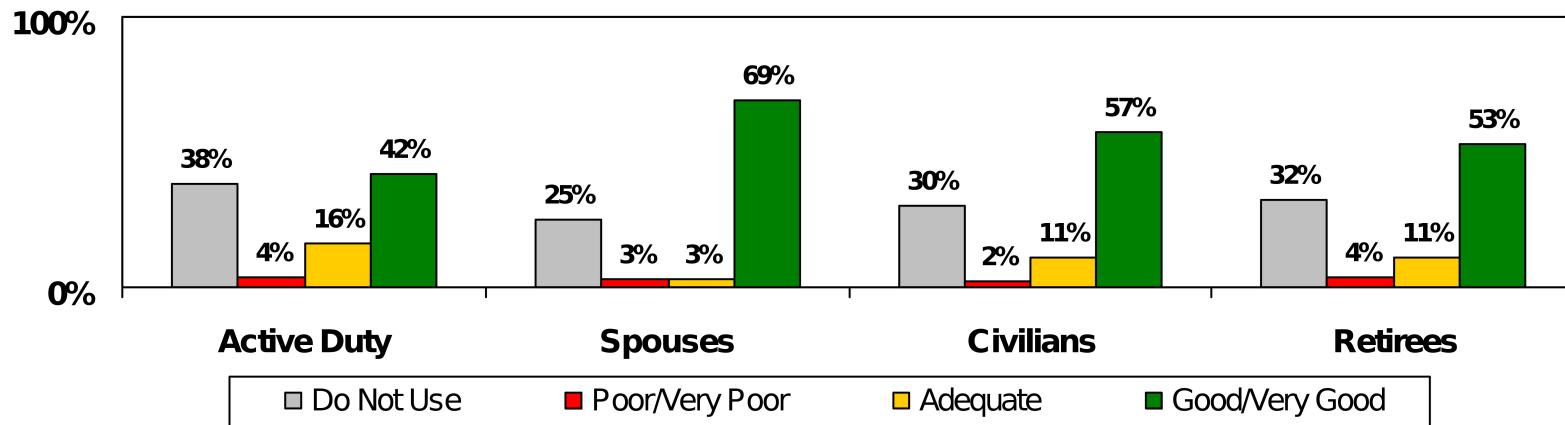
# MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Fort Dix

## Quality of On-Post Services



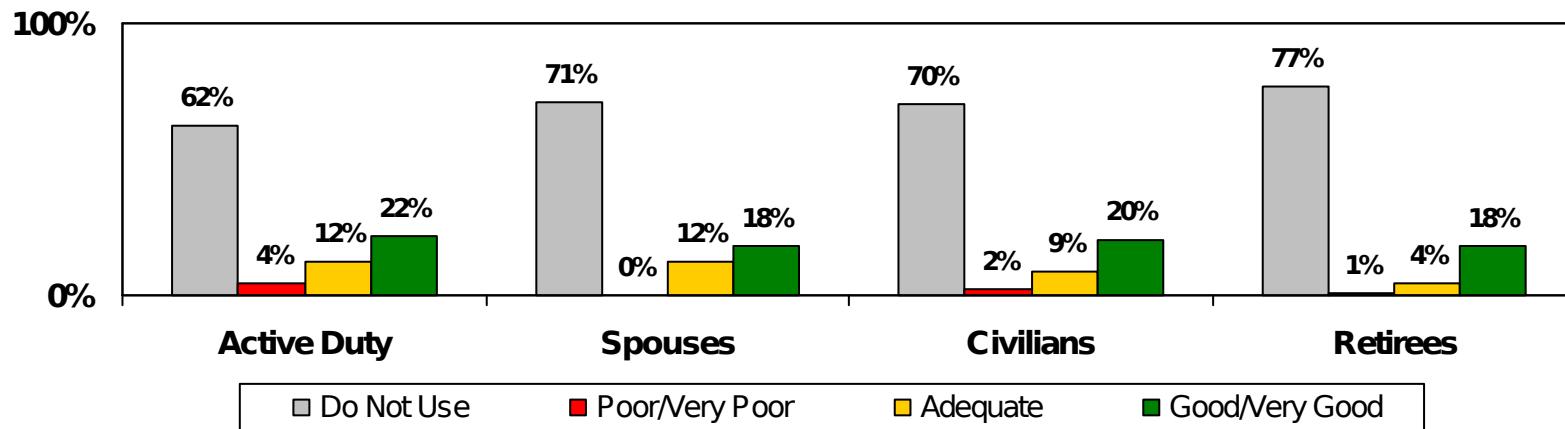
## Quality of Off-Post Services



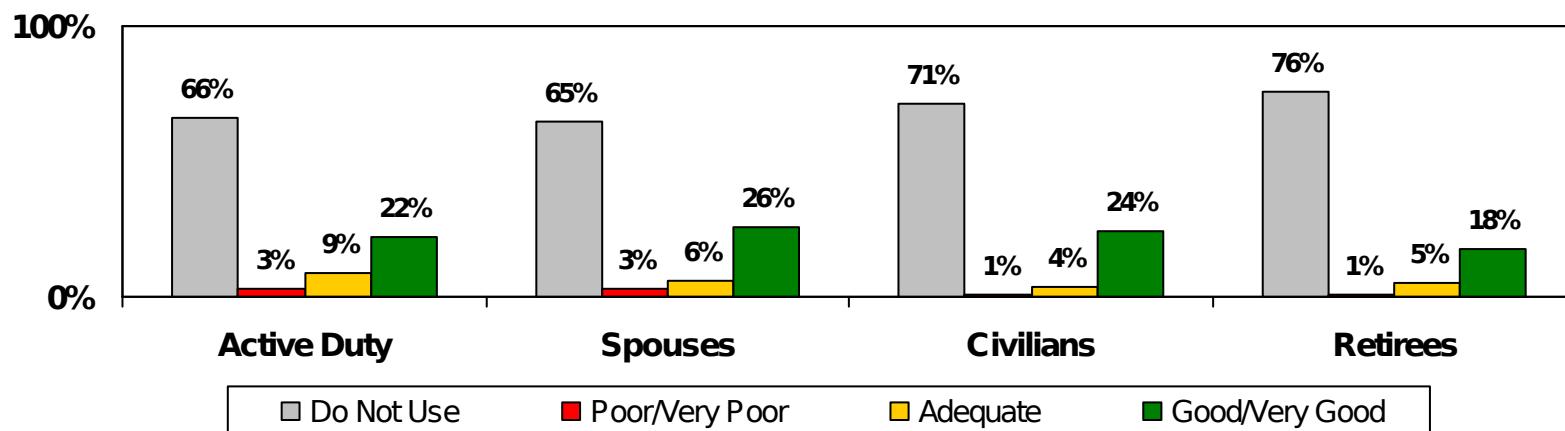
# MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Fort Dix

## Quality of On-Post Services



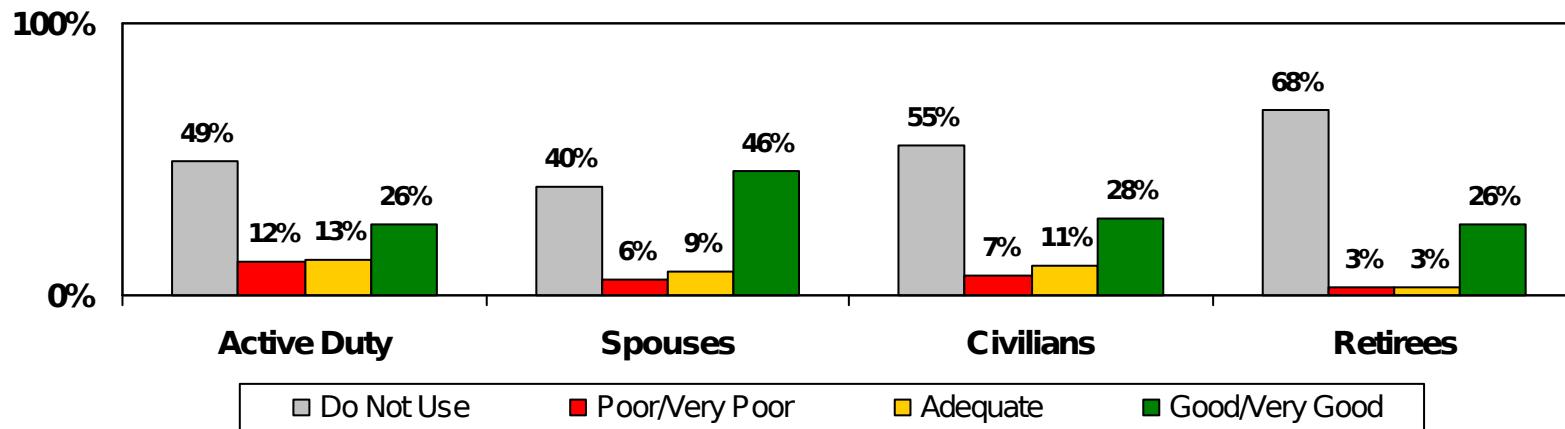
## Quality of Off-Post Services



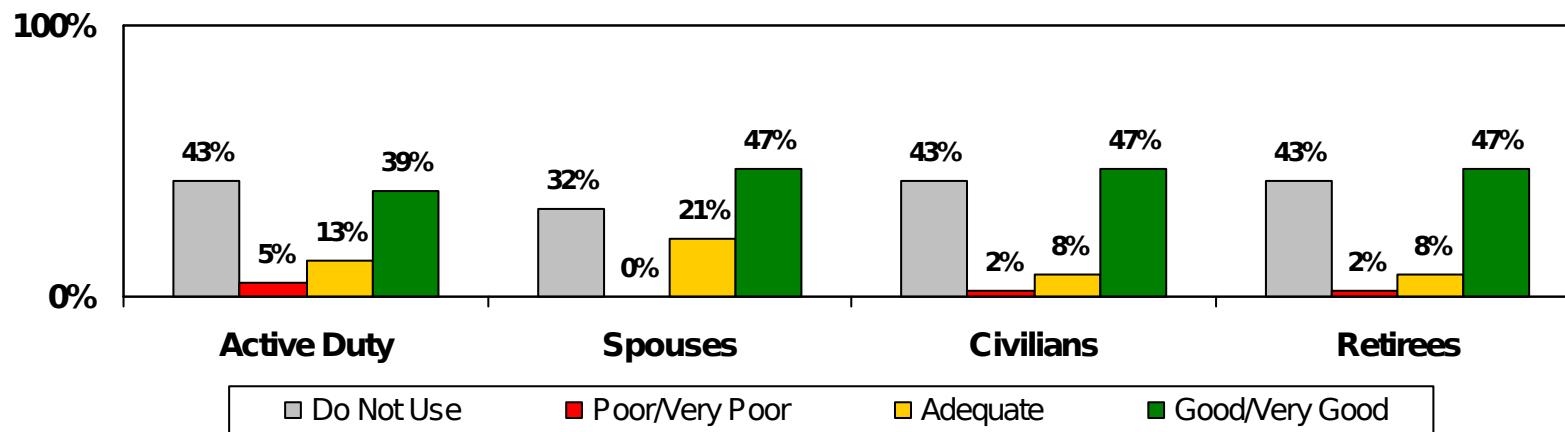
# MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Fort Dix

## Quality of On-Post Services

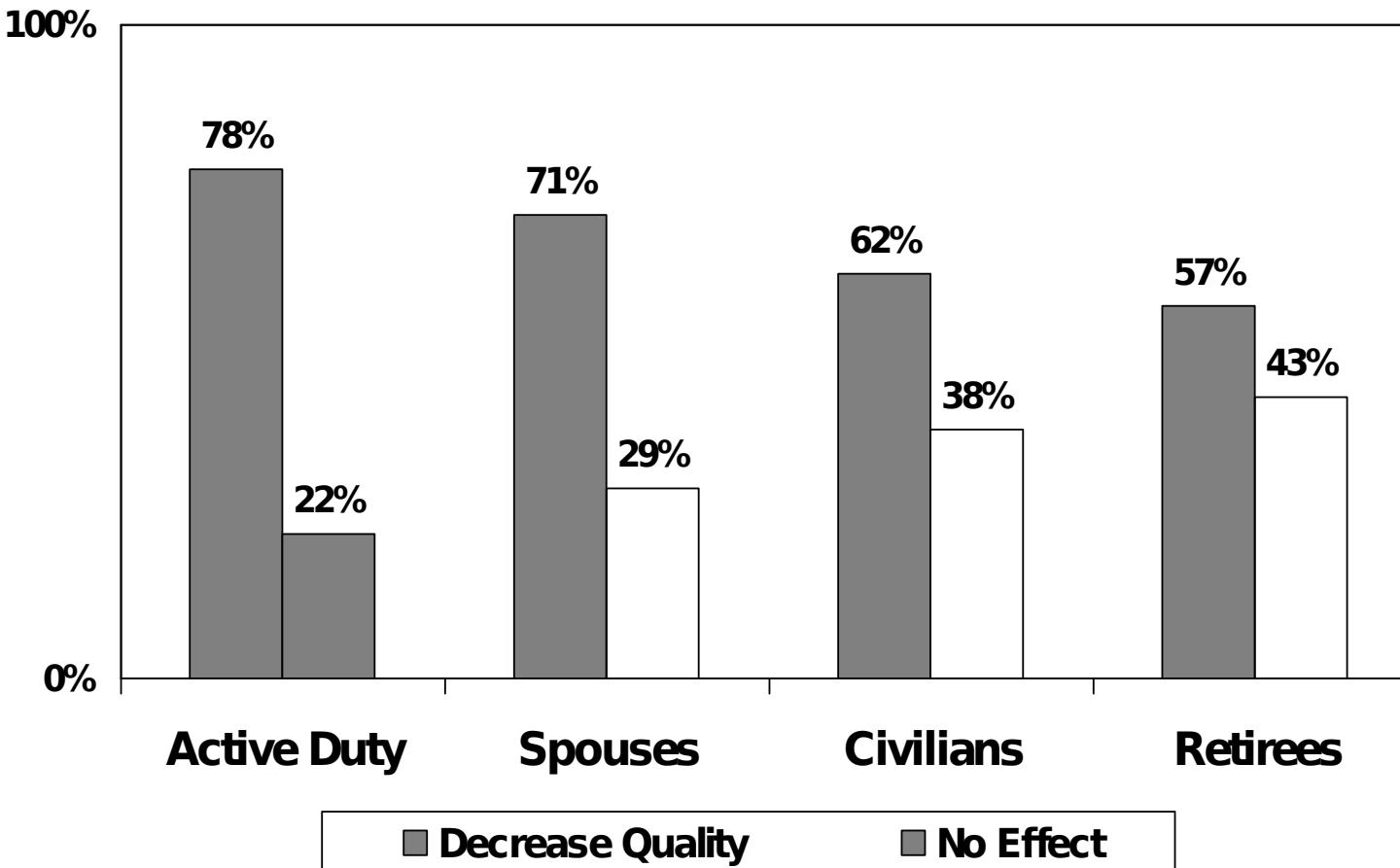


## Quality of Off-Post Services



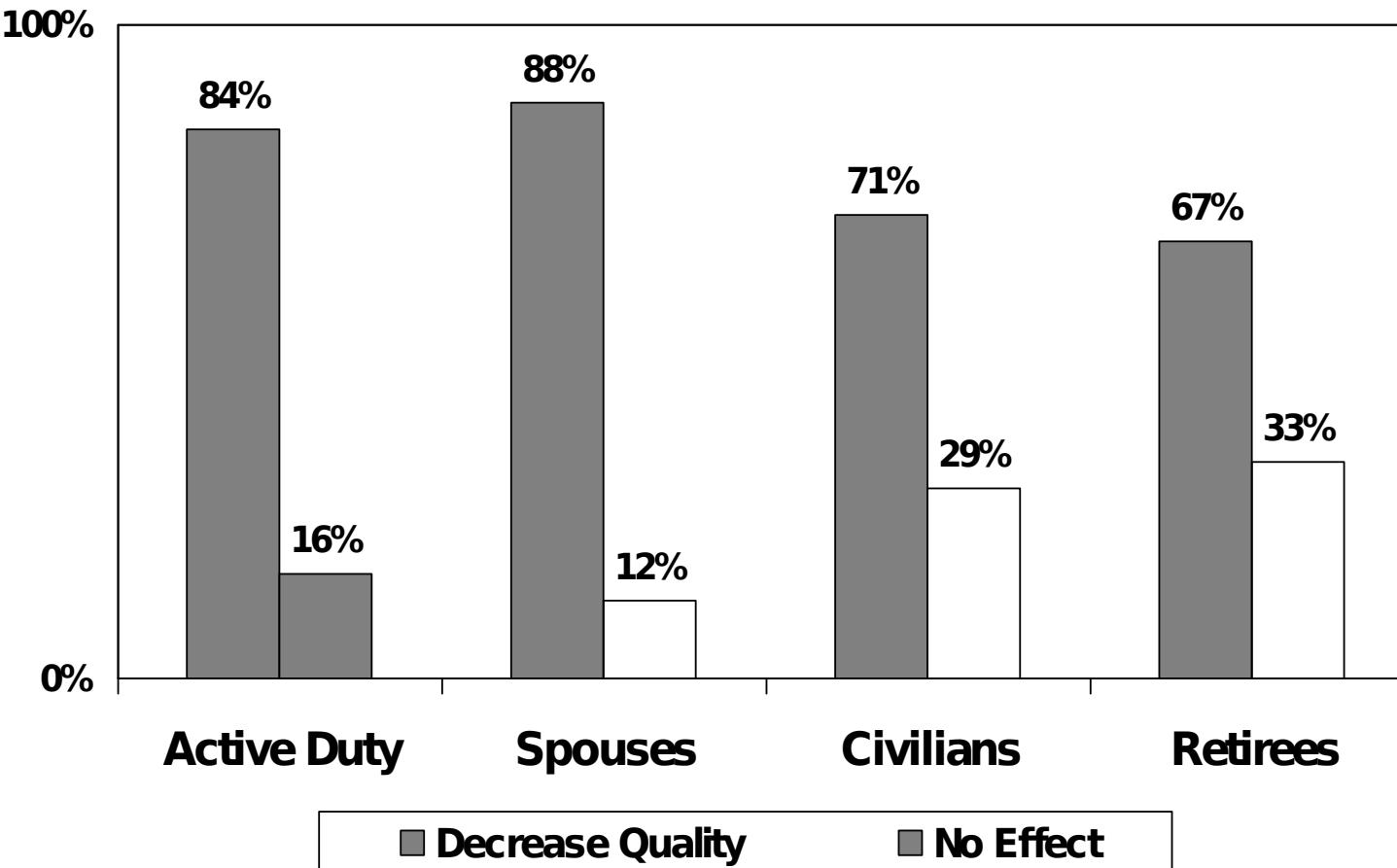
# MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Dix



# MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Dix



# MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Fort Dix

## Top 7 Activities/Programs

Army Lodging	75%
Fitness Center/Gymnasium	66%
Library	60%
Child Development Center	50%
Youth Center	49%
Swimming Pool	48%
Clubs	41%

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

RV Park	67%
Marina	52%
Cabins & Campgrounds	50%
Golf Course Pro Shop	47%
Car Wash	47%
Bowling Pro Shop	46%
Automotive Skills	40%

## Bottom 7 Activities/Programs

# MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION\*

Fort Dix

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	12%	12%	28%	9%	14%
E-mail	28%	29%	<b>66%</b>	12%	30%
Friends and neighbors	23%	<b>50%</b>	16%	<b>35%</b>	29%
Family Readiness Groups (FRGs)	7%	9%	2%	5%	5%
Bulletin boards on post	<b>39%</b>	32%	31%	26%	31%
Post newspaper	<b>34%</b>	<b>62%</b>	<b>65%</b>	<b>65%</b>	<b>58%</b>
MWR publications	27%	<b>41%</b>	46%	31%	<b>34%</b>
Radio	1%	0%	1%	0%	1%
Television	6%	12%	8%	4%	6%
My child(ren) let(s) me know	2%	18%	2%	1%	3%
Other unit members or co-workers	26%	18%	20%	8%	16%
Unit or post commander or supervisor	19%	6%	9%	3%	9%
Marquees/billboards	11%	21%	24%	16%	17%
Flyers	<b>33%</b>	<b>41%</b>	<b>47%</b>	<b>37%</b>	<b>38%</b>
Other	5%	9%	4%	12%	9%
I never hear anything	10%	9%	2%	10%	8%

\*The top 3 sources of MWR information are shaded for each patron group and the total population.

# MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE\*

Fort Dix

MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	96%	91%
Better Opportunities for Single Soldiers	56%	N/A
Army Community Service	60%	70%
MWR Programs and Services	83%	94%

\* Positive = moderate, great or very great extent

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Fort Dix

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	48%	76%	24%
Outreach programs	48%	67%	33%
Family Readiness Groups	56%	77%	23%
Relocation Readiness Program	47%	75%	25%
Family Advocacy Program	55%	75%	25%
Crisis intervention	49%	76%	24%
Money management classes, budgeting assistance	48%	76%	24%
Financial counseling, including tax assistance	49%	77%	23%
Consumer information	34%	69%	31%
Employment Readiness Program	43%	80%	20%
Foster child care	27%	63%	37%
Exceptional Family Member Program	37%	70%	30%
Army Family Team Building	34%	65%	35%
Army Family Action Plan	34%	65%	35%

\* Percentage of Active Duty users

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

Fort Dix

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	44%	100%	0%
Outreach programs	44%	100%	0%
Family Readiness Groups	67%	90%	10%
Relocation Readiness Program	64%	100%	0%
Family Advocacy Program	64%	100%	0%
Crisis intervention	44%	75%	25%
Money management classes, budgeting assistance	61%	100%	0%
Financial counseling, including tax assistance	56%	86%	14%
Consumer information	31%	100%	0%
Employment Readiness Program	47%	100%	0%
Foster child care	25%	67%	33%
Exceptional Family Member Program	58%	90%	10%
Army Family Team Building	36%	100%	0%
Army Family Action Plan	25%	100%	0%

\* Percentage of Spouses of Active Duty Member users

# ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Fort Dix

POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	61%	46%
Personal job performance/readiness	58%	46%
Unit cohesion and teamwork	58%	33%
Unit readiness	61%	60%
Relationship with my spouse	49%	53%
Relationship with my children	54%	64%
My family's adjustment to Army life	52%	56%
Family preparedness for deployments	53%	58%
Ability to manage my finances	53%	44%
Feeling that I am part of the military community	57%	65%

\* Positive = moderate, great or very great extent

# CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Fort Dix

<b>POSITIVE* CYS IMPACTS</b>	<b>ACTIVE DUTY</b>	<b>SPOUSES OF ACTIVE DUTY</b>
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	95%	80%
Helps minimize lost duty/work time due to lack of child care/youth services	95%	70%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	85%	63%
Allows me to work outside my home	83%	78%
Allows me to work at home	81%	60%
Offers me an employment opportunity within the CYS program	77%	17%
Allows me/my spouse to better concentrate on my/our job(s)	95%	67%
Provides positive growth and development opportunities for my children	100%	80%

\* Positive = moderate, great or very great extent

# BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

Fort Dix

## POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	66%
Personal job performance/readiness	64%
Unit cohesion and teamwork	60%
Unit readiness	59%
Ability to manage my finances	56%
Feeling that I am part of the military community	60%
Relationship with my children (single parents)	60%
My family's adjustment to Army life (single parents)	60%
Family preparedness for deployments (single parents)	59%

\* Positive = moderate, great or very great extent

# LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Fort Dix

## Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	56%
Internet access/applications (home)	41%
Entertaining guests at home	41%
Going to movie theaters	38%
Gardening	33%
Special family events	32%
Walking	30%
Plays/shows/concerts	29%
Live entertainment	29%
Cardiovascular equipment	26%

## Top 5 for Spouses of Active Duty

Entertaining guests at home	50%
Watching TV, videotapes, and DVDs	50%
Internet access/applications (home)	50%
Special family events	47%
Gardening	43%

## Top 5 for Civilians

Watching TV, videotapes, and DVDs	58%
Entertaining guests at home	50%
Going to movie theaters	44%
Internet access/applications (home)	43%
Plays/shows/concerts	37%

## Top 5 for Active Duty

Internet access/applications (home)	42%
Watching TV, videotapes, and DVDs	37%
Going to movie theaters	32%
Reading	32%
Night clubs/lounges	31%

## Top 5 for Retirees

Watching TV, videotapes, and DVDs	68%
Internet access/applications (home)	45%
Gardening	43%
Entertaining guests at home	43%
Live entertainment	40%

# LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Fort Dix

## Team Sports

Basketball	9%
Softball	7%
Volleyball	6%
Soccer	5%
Self-directed sports tournaments	4%

## Sports and Fitness

Walking	30%
Cardiovascular equipment	26%
Weight/strength training	19%
Bowling	17%
Running/jogging	16%

## Outdoor Recreation

Going to beaches/lakes	25%
Picnicking	17%
Fishing	14%
Bicycle riding/mountain biking	14%
Camping/hiking/backpacking	11%

## Entertainment

Watching TV, videotapes, and DVDs	56%
Going to movie theaters	38%
Plays/shows/concerts	29%
Live entertainment	29%
Attending sports events	25%

## Social

Entertaining guests at home	41%
Special family events	32%
Night clubs/lounges	24%
Dancing	22%
Happy hour/social hour	18%

## Special Interests

Internet access/applications (home)	41%
Gardening	33%
Automotive detailing/washing	22%
Digital photography	21%
Trips/touring	19%

# LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST\*

Fort Dix

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	24%	N/A	24%
Internet access/applications (home)	22%	N/A	22%
Multi-media (videos, DVDs, CDs)	17%	N/A	17%
Reference/research services	17%	N/A	17%
Study/self development	16%	N/A	16%
Cardiovascular equipment	14%	13%	26%
Weight/strength training	12%	7%	19%

\*Top 7 leisure activity preferences ranked by on-post participation.

# LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION\*

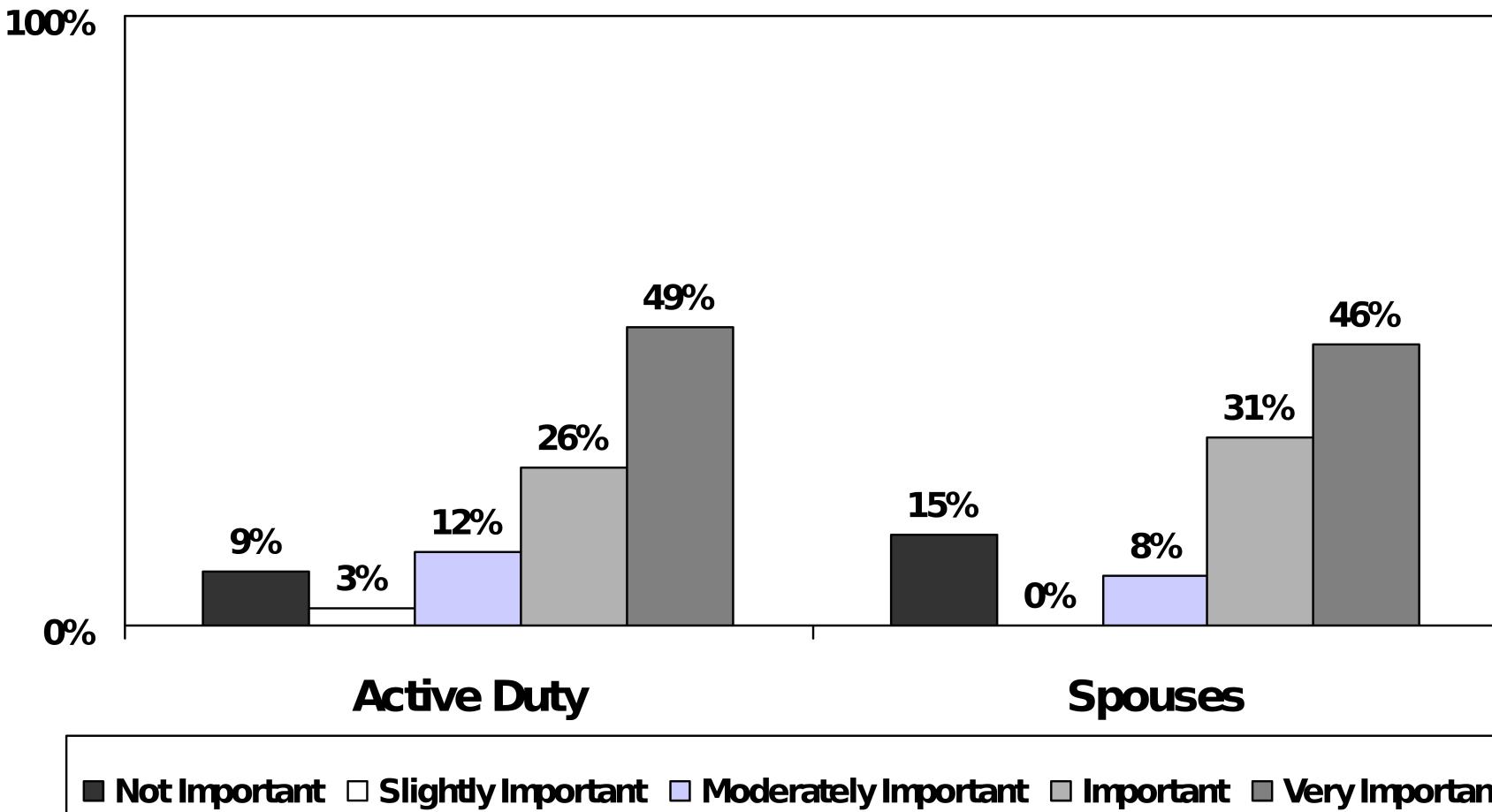
Fort Dix

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	6%	4%	31%	41%
Gardening	3%	2%	28%	33%
Automotive detailing/washing	7%	6%	10%	22%
Digital photography	2%	4%	15%	21%
Trips/touring	4%	15%	0%	19%
Automotive maintenance & repair	7%	3%	8%	18%
Computer games	2%	1%	13%	17%

\*Top 7 special interest activity preferences ranked by overall participation.

# DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

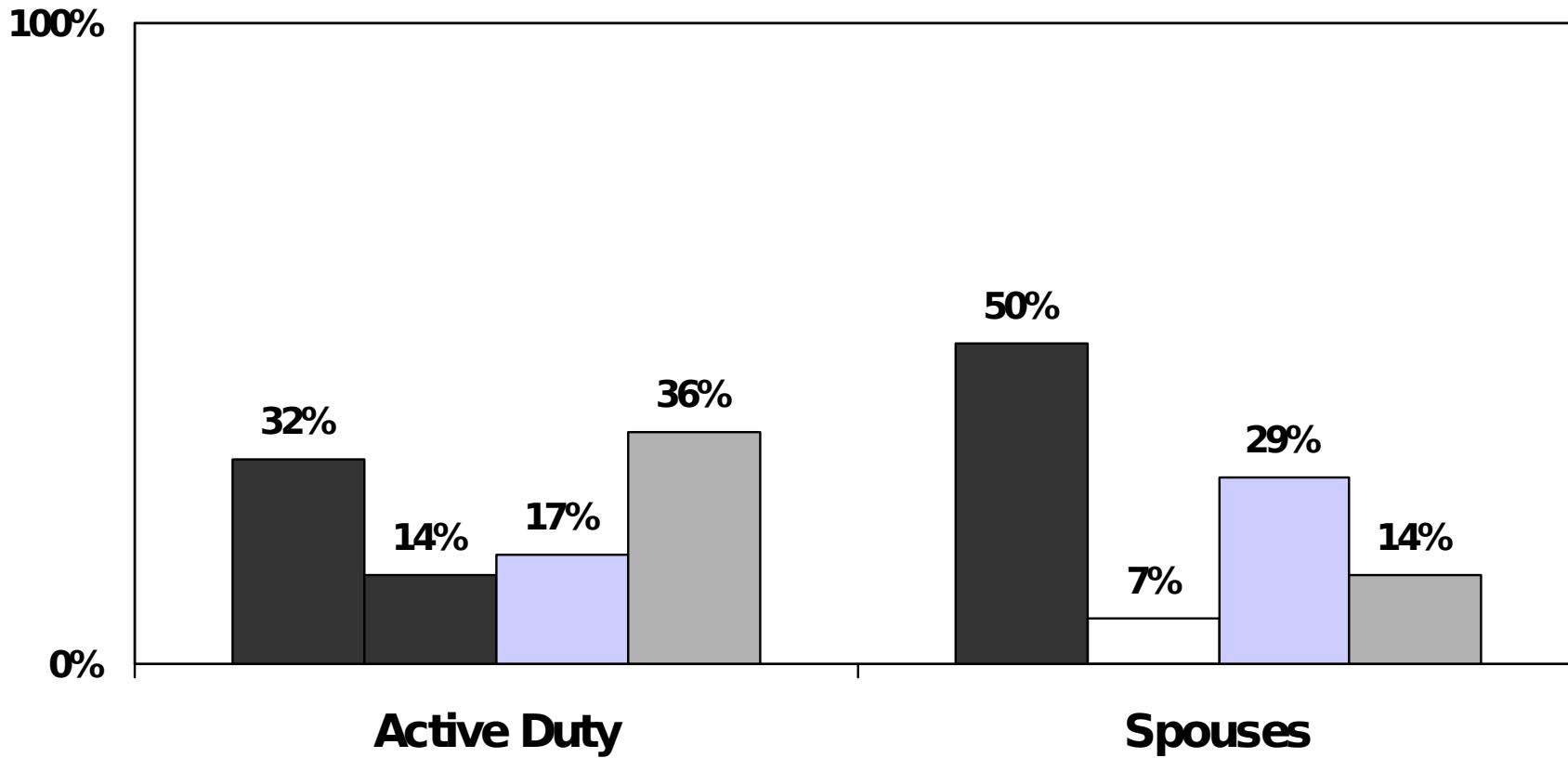
Fort Dix



# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

## INSTALLATION

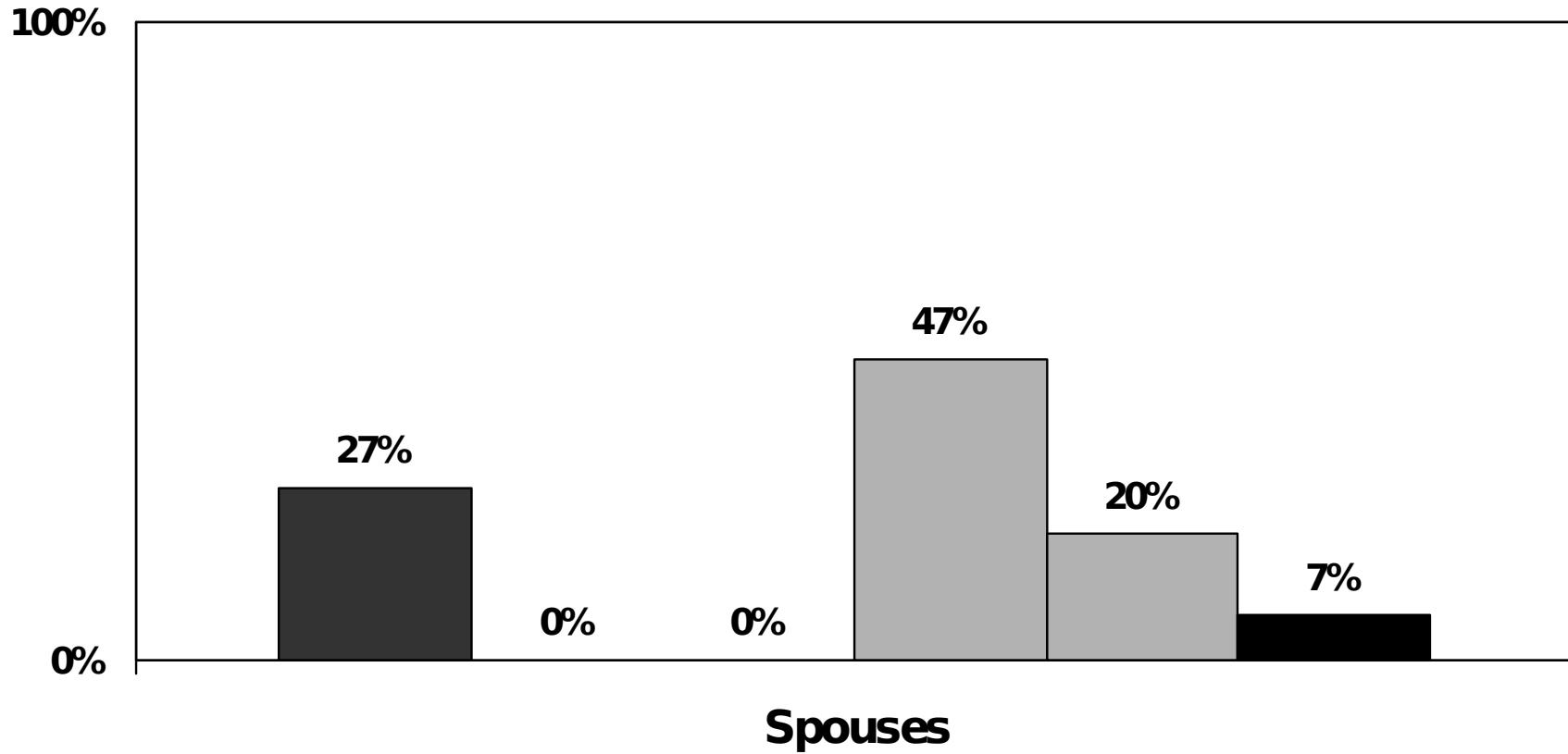
Fort Dix



■ Did Not Use ■ Less Than Once Per Month ■ 1-3 Times Per Month ■ 4 or More Times Per Month

# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

Fort Dix



■ Did Not Use ■ Much Less □ Somewhat Less □ About the Same □ Somewhat More ■ Much More

# CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

Fort Dix

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	12%
Probably will not make military a career	6%
Undecided	25%
Probably will make military a career	17%
Definitely will make military a career	40%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	9%
Not Sure	24%
Yes	68%

# NEXT STEPS

Fort Dix

## □ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

## □ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)